

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1-19. (Canceled)

20. (Previously Presented) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus, whereby the collar may be fitted around the neck of a beverage decanter, the collar having an upper end connected to an upper lip and a lower end connected to a lower lip, whereby the collar is adapted to receive a graphic insert, and further comprising at least one alphanumeric display mounted to the collar, whereby information that changes with time may be displayed on the alphanumeric display, and further comprising at least one clock circuitry mounted to the collar and operatively connected to the alphanumeric display, whereby time information may be displayed on the alphanumeric display.

21. (Previously Presented) An apparatus for merchandising beverages comprising a collar forming at least a portion of an annulus adapted to fit on a neck of a beverage decanter, the collar having an information display surface, an inner surface facing opposite the information display surface, an upper end and a lower end, wherein the collar includes at least two spacers extending inwardly from the inner surface.

22-23. (Canceled)

24. (Previously Presented) A beverage decanter comprising a decanter with a neck and an apparatus for merchandising beverages disposed around the neck, the apparatus comprising a collar forming at least a portion of an annulus adapted to fit on a neck of a beverage decanter, the collar having an information display surface, an inner surface facing opposite the information display surface, an upper end and a lower end, wherein the collar includes at least one spacer extending inwardly from the inner surface.

25. (Previously Presented) The beverage decanter of Claim 24 wherein the decanter is a coffee pot.

26. (Previously Presented) The beverage decanter of Claim 24, wherein the collar forms a portion of an annulus with a gap.

27. (Previously Presented) A method of merchandising a beverage comprising mounting an apparatus on the neck of a beverage decanter, the apparatus comprising a collar forming at least a portion of an annulus adapted to fit on a neck of a beverage decanter, the collar having an information display surface, an inner surface facing opposite the information display surface, an upper end and a lower end, wherein the collar includes at least one spacer extending inwardly from the inner surface.

28. (Canceled)